

MARKET ANALYSIS

This market analysis tool is to help get you started in figuring out what the community needs to focus on and what is their most important of needs. For many, they just talk of a market analysis but what actually is one. No two look alike, but there are the main points that all market analysis involve: understanding the market, analysis of opportunities by sector, and putting your research to work as stated by the University of Wisconsin-Extension. Below you will find the tools to get you started in your process. Below, you will receive the following: A step-by-step checklist, a sample of a SWOT analysis, a SWOT analysis template, a consumer survey, a business retention survey, and a tutorial on how to gather valuable information which will include demographics, projected demographics in 5 years, workforce details, and consumer spending information.

CHECKLIST

- ☐ **What is your goal?**
- ☐ **SWOT analysis – Strength, Weakness, Opportunity, Threat (example and template attached)**
- ☐ **Determine what has already been done**
- ☐ **Research/Survey – Define the need. May be to support successful businesses, recruit other and fill vacancies, how to improve sales, second floor usage.**
- ☐ **Benchmark indicators – building vacancy levels, business sales, private investments, economic activity.**
- ☐ **Proper people involved – Show ROI (Return on investment)**
- ☐ **Create market analysis committee – make realistic timetable**
- ☐ **Can you do it internally, or do you need to hire consultant.**
- ☐ **Inventory database**
- ☐ **Get demographics of city (consumer spending, workforce, demographics, projected demographics. Tutorial attached)**
- ☐ **Analysis of resident lifestyles (survey attached)**
- ☐ **Estimates of sales potential (can get an idea from demographics)**
- ☐ **Business needs (survey attached, interviews)**
- ☐ **Gather information and analyze the needs**
- ☐ **Define the needs and determine moving forward**

STRENGTHS

Physical	Cultural	Economic
Terrain & topography Plant variety Wildlife	Murray State College Chickasaw Nation structure Partnerships – committed community	MSC staff & students – potential shoppers Existing business structure Johnston County Chamber of Commerce
Geographic location – proximity to recreation Fishing Hunting Hiking Lake Texoma Blue River Pennington Creek	Johnston Co Historical Society Historical Bldgs. Historic importance of City to State	INCA – HeadStart Sr. Citizen Housing, transportation, etc. Community Action League
City park –Pennington Wildlife refuge	“Small town” family values and security Library Chickasaw Nation Boys & Girls Clubs Pro-active City & County officials	Johnston County Industrial Authority – façade improvements Partnerships of CoC, City, County, etc. Current Festivals – 4 th of July Current level of “tourism”

WEAKNESSES

Physical	Cultural	Economic
Infrastructure – Streets Back roads to Recreational areas Sewer lines Water lines	Screen City maintenance yard No jail	Business mix Business hours Limited recreational activities
Poles & Signage – Street Directional Welcoming Sign clutter Visual Impression – Refrigeration Yards Dumpsters Debris		Poor marketing of the community Darkness of downtown area at night Commercial window displays and lighting
Dilapidated Bldgs. Lack of sign or land- scaping ordinances View – east side of golf course w/ housing		Housing quality Vacant buildings Absentee landlords Length of airport runway Losing prime community assets – children

OPPORTUNITIES

Physical	Cultural	Economic
<p>Historic preservation ethic</p> <p>City parks and other public areas</p> <p>Rebuild suspension bridge</p>	<p>Historic preservation ethic</p> <p>Birthplace recognition - Governors Medal of Honor Winner Other famous / Infamous</p>	<p>Historic preservation ethic</p> <p>Business retention, expansion & recognition</p> <p>Appreciation cookout in park</p>
<p>"Trail System"</p> <p>Good Springs</p>	<p>Locating Chickasaw Capitol</p> <p>Festivals – bring back homecoming</p> <p>Native American art, language, dance, etc.</p> <p>Natural resources</p>	<p>Airport – lengthening runway</p> <p>TOURISM – Bird watching Bike race Historic places Cultural events Plants / geology</p>
<p>Pump House @ dam w/ park development</p> <p>Blue River – primitive camping</p>	<p>Competitions –</p>	<p>Golf course expansion</p> <p>OMSP</p> <p>Project 2000</p> <p>Grant writing education</p> <p>Recruitment – Restaurant People – all class Reunions</p> <p>Internet awareness / marketing</p> <p>Concessions in parks</p>

THREATS

Physical	Cultural	Economic
APATHY – Escalating debris along roads and parks Visual clutter re: tourism & recruitment Appearance of community Stakeholders w/l community	Losing hospital and other health care services	Status quo of business mix Depending on outside help for development – no one is going to do it for you

STRENGTHS

Physical	Cultural	Economic

WEAKNESSES

Physical	Cultural	Economic

OPPORTUNITIES

Physical	Cultural	Economic

THREATS

Physical	Cultural	Economic

A Consumer Survey for Downtown Area

Please help us determine your perception of the commercial area along the Downtown "Main Street" area. Your answers are confidential and will help us to make suggestions on how our downtown can be improved. We appreciate your help.

How often do you come to the "downtown"? **Please check (✓) all appropriate reasons.**

	No more than once a month	2 or 3 times per month	1 or 2 times per week	3 or 4 times per week	Daily
Shopping					
Errands (dry cleaners, banking, post office, etc.)					
Eating in a Restaurant					
Professional Services (doctor, attorney, accountant, etc.)					
Meeting Friends					
Entertainment					
Other: _____					

How long do you typically stay downtown once there (excluding regular work hours)? (circle your answer)

Less than 30 minutes 30 minutes up to 1 hour 1 hour up to 2 2 hours up to 3
 3 hours up to 4 4 hours up to 5 5 hours or longer

When do you usually go downtown? Please select only one answer.

- | | | |
|---|---|---|
| <input type="checkbox"/> weekdays - morning | <input type="checkbox"/> weekdays - afternoon | <input type="checkbox"/> weekdays - evening |
| <input type="checkbox"/> Saturday morning | <input type="checkbox"/> Saturday afternoon | <input type="checkbox"/> Saturday evening |
| <input type="checkbox"/> Sunday morning | <input type="checkbox"/> Sunday afternoon | <input type="checkbox"/> Sunday evening |

[Afternoon - 12:00 to 5:00 p.m. / Evening - 5:00 to 12:00 a.m.]

Please estimate how far you live from downtown.

- ☐ less than ½ mile ☐ ½ mile up to 1 mile ☐ 1 mile up to 2 miles ☐ 2 miles up to 4 miles
☐ 4 miles up to 6 miles ☐ 6 miles up to 8 miles ☐ 8 miles up to 10 miles ☐ 10 miles or more

Do you work within the downtown area? ☐ Yes ☐ No

If yes, how long have you worked downtown?

- ☐ less than 1 year ☐ 1 year up to 3 years
☐ 3 years up to 5 years ☐ 5 years or longer

What types of businesses do you regularly patronize in the downtown area? Circle all that apply.

- | | | |
|-----------------------------------|--------------------|-----------------------|
| Men's Clothing & Accessories | Groceries | Bakery items |
| Women's Clothing & Accessories | Restaurants | Hardware |
| Children's Clothing & Accessories | Medical Services | Drug Stores |
| Shoes, business, casual or sport | Business Services | Gift Shops / Antiques |
| Home Furnishings / Appliances | Post Office | Audio / Video Stores |
| Office Equipment / Supply | Banks | Library |
| Laundromat / Dry Cleaners | Convenience Stores | Pawn Shops |
| Professional Offices | Automotive repair | Jewelry Stores |
| Government Offices | Other _____ | |

What types of businesses would you like to see come to downtown area?

When you think about the downtown area, which businesses, buildings, landmarks or activities come to mind?

Businesses: _____

Buildings: _____

Landmarks: _____

Activities: _____

How would you rate downtown in the following areas? Please ✓ appropriate rating.

	Excellent	Good	Fair	Poor
Attractiveness of the area				
Cleanliness				
Safety				
Availability of parking				
Convenience of parking				
Traffic flow				
Shopping hours				
Special events / festivals				
Variety of goods & services				
Friendliness of salespeople				
Knowledge of salespeople				
Customer service				
Streets				
Sidewalks				
Availability of housing				
Availability of commercial space				
Police protection				
Fire protection				

Other comments or suggestions you may have to make the downtown area a more favorable commercial area.

Thank You

Please tell us about yourself. All information will be held in confidence.

Age ☐ under 18 ☐ 18-24 ☐ 25-34 ☐ 35-44 ☐ 45-54 ☐ 55-64 ☐ 65 +

2008 Household income ☐ less than \$10,000 ☐ \$10,000 - \$19,999 ☐ \$20,000 – \$29,999
☐ \$30,000 - \$39,999 ☐ \$40,000 - \$49,999 ☐ \$50,000 - \$59,999 ☐ \$60,000 - \$69,999
☐ \$70,000 - \$79,999 ☐ \$80,000 - \$89,999 ☐ \$90,000 – \$99,999 ☐ \$100,000 or more

Education Level ☐ Less than 9th grade ☐ 9th to 12th – no diploma ☐ High School Graduate / GED
☐ Some college or vocational /technical ☐ Bachelor's Degree ☐ Graduate Degree

Zip Code _____

End of Consumer Survey

What Do You Need to Succeed?

A **business retention survey** to determine what local business owners feel they most need to succeed in their businesses.

- How would you rate the following services and facilities available to local businesses with regards to assisting your company's growth?

Service / Facility	Excellent	Good	Average	Poor	n/a
Town Ordinances	_____	_____	_____	_____	_____
Zoning Restrictions	_____	_____	_____	_____	_____
Police & Fire Protection	_____	_____	_____	_____	_____
Street & Sidewalk Repair	_____	_____	_____	_____	_____
Sanitation / Waste Disposal	_____	_____	_____	_____	_____
Emergency Medical	_____	_____	_____	_____	_____
Parking	_____	_____	_____	_____	_____
Street Cleaning	_____	_____	_____	_____	_____
Utility Costs	_____	_____	_____	_____	_____
Traffic Count & Flow	_____	_____	_____	_____	_____
Water Quality / Availability	_____	_____	_____	_____	_____
Community Attitude Toward Business	_____	_____	_____	_____	_____
Adult Education	_____	_____	_____	_____	_____
Library / Reference Data Bank	_____	_____	_____	_____	_____
Motel Accommodations	_____	_____	_____	_____	_____
Private Service Providers ¹	_____	_____	_____	_____	_____

n/a = not available or not applicable to your business

Private service providers include lawyers, accountants, financial planners, insurance carriers, etc.

If you rated any of the above "average" or "poor", please explain.

- Do you have difficulty finding and keeping good employees? Yes No

If yes, please indicate which of the below job skills or employee traits are deficient.

Skills / Traits	✓ if Deficient	Skills / Traits	✓ if Deficient
Verbal Communication		Written Communication	
Basic Math & Reading Skills		Specific Technical Skills	
Customer Service Skills		Telephone Skills	
Simple Problem Solving Abilities		Critical / Analytical Thinking	
Computer Literacy		Clerical / Office Skills	
Sales / Negotiating Abilities		Team Work	
Decision Making Skills		Self Management Skills	
Following Instructions		Initiative / Leadership / Creativity	
Other _____		Other _____	

Comments: _____

NAME (OPTIONAL)

Business Needs Survey – continued

3. Please rank (1st, 2nd & 3rd) the three most important factors that will have a positive or negative impact on your company's profitability over the next 3 years.

	<u>Positive</u>	<u>Negative</u>		<u>Positive</u>	<u>Negative</u>
Raw Material Costs	_____	_____	Health Care Costs	_____	_____
Energy Costs	_____	_____	Labor Costs	_____	_____
Government Policies	_____	_____	New Technology	_____	_____
Domestic Competition	_____	_____	Foreign Competition	_____	_____
Export Opportunities	_____	_____	Domestic Market Expansion	_____	_____
Financing Availability	_____	_____	State Taxes	_____	_____
Labor Shortage	_____	_____	Supplier Shortage	_____	_____
Workers Compensation	_____	_____	Labor Skills	_____	_____
Transportation Costs	_____	_____	Other _____	_____	_____

4. During the next 3 years, are you concerned with the following? Please rank your concerns as 1st, 2nd, 3rd, etc. (Please rank all that apply.)

____ Labor Supply / Skills	____ Local Code Enforcement	____ Lease Expiration
____ Declining Market	____ No Incentives to Stay	____ Capital Availability
____ No Room to Expand	____ High Crime / Vandalism	____ High Local / State Taxes
____ Environmental Regulations	____ Transportation Costs	____ Too Much Competition
____ Other: _____		

5. Are your current personnel, equipment and facilities adequate to meet your growth needs for the next 3 years?

	<u>Yes</u>	<u>No</u>	Current level of full time employees _____
Personnel	_____	_____	Current level of part-time employees _____
Equipment	_____	_____	
Facilities	_____	_____	

If no, what changes do you need to make?

Additions: _____

Deletions: _____

6. If you are planning additions to your business, how will you finance them? (circle all that apply)

Company Earnings Bank Loan Sale of Company Assets
Outside Investors Owner Equity Other: _____

7. Does your company need any assistance to achieve your growth plans? (circle your answer)

Yes No If yes, what type of assistance do you need? (Check all that apply.)

____ Information	____ Planning	____ Organization	____ Customer Service	____ Capital
____ Budgeting	____ R&D	____ Quality Control	____ Safety	____ Cash Flow
____ Training	____ Marketing	____ Import / Export	____ Operational	____ Purchasing
____ Job Costing	____ Other			

If other, please list: _____

Business Needs Survey – continued

8. Do you purchase materials or supplies from companies outside community? () Yes () No
If yes, why do you purchase materials from outside the community? (Check all that apply.)

<input type="checkbox"/> Not Available Locally	<input type="checkbox"/> Loyalty	<input type="checkbox"/> Costs Less
<input type="checkbox"/> Higher Quality Products	<input type="checkbox"/> Unaware of Local Vendors	<input type="checkbox"/> Tradition
<input type="checkbox"/> Personal Reasons	<input type="checkbox"/> Required by Contract	<input type="checkbox"/> Other _____

Please estimate what percent of your total purchases are placed outside of the community. ____%

9. Do you plan any new product lines, product line extensions or new market introductions during the next 3 year?

	<u>Yes</u>	<u>No</u>	<u>Not Sure</u>
New Product Lines	_____	_____	_____
Product Line Extensions	_____	_____	_____
New Markets	_____	_____	_____

If yes, do you need any help? Yes ☐ No ☒ If yes, please describe the help you need.

10. What services can the Main Street Program provide you?

Other comments: _____

Type of business / organization: (circle your answer)

Retail Wholesale Service Manufacturing
Government School Church Other _____

Age of business / organization _____

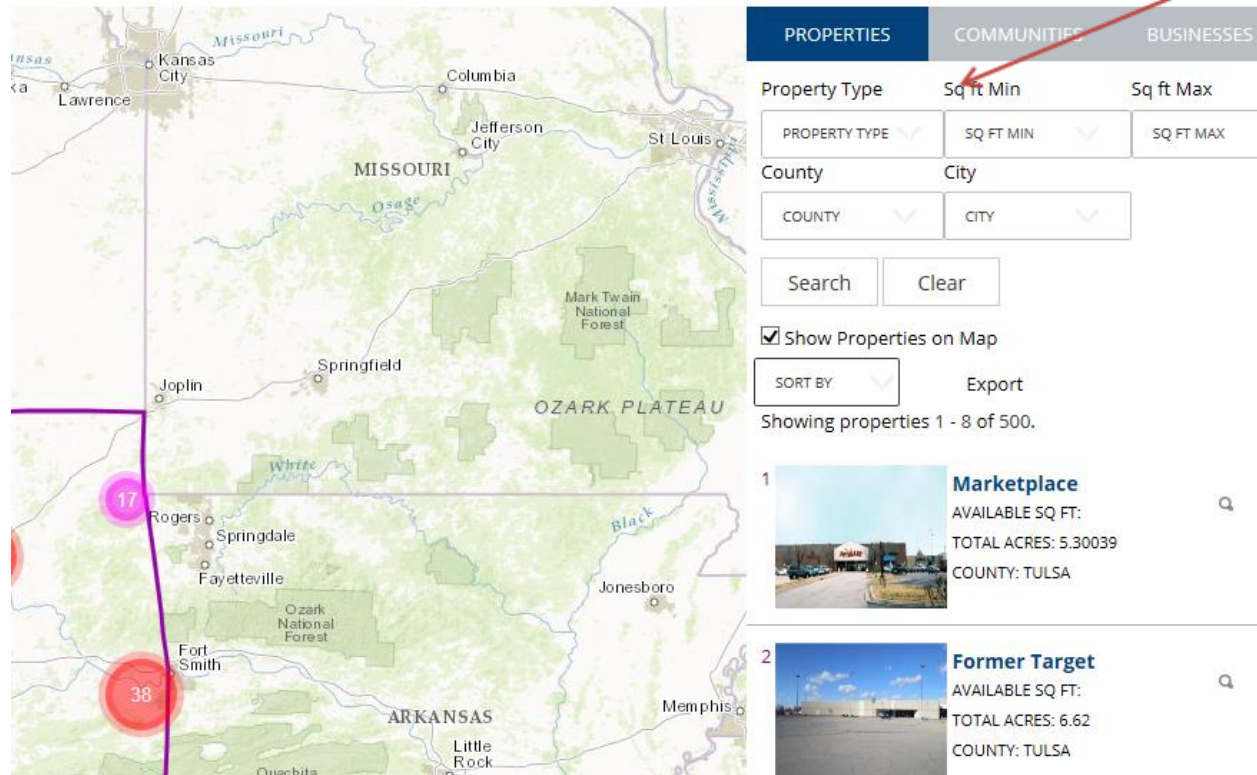
4-Digit Standard Industrial Classification (SIC Code) _____

Percent of annual sales made to customers (total to 100%): Within City Limits ____ %
Outside of City but within your County ____% Outside of County but within State ____% Outside of
State but within U.S. ____% Outside of U.S. ____%

LOCATEOK DATABASE TUTORIAL (FOR DEMOGRAPHICS OF YOUR CITY)

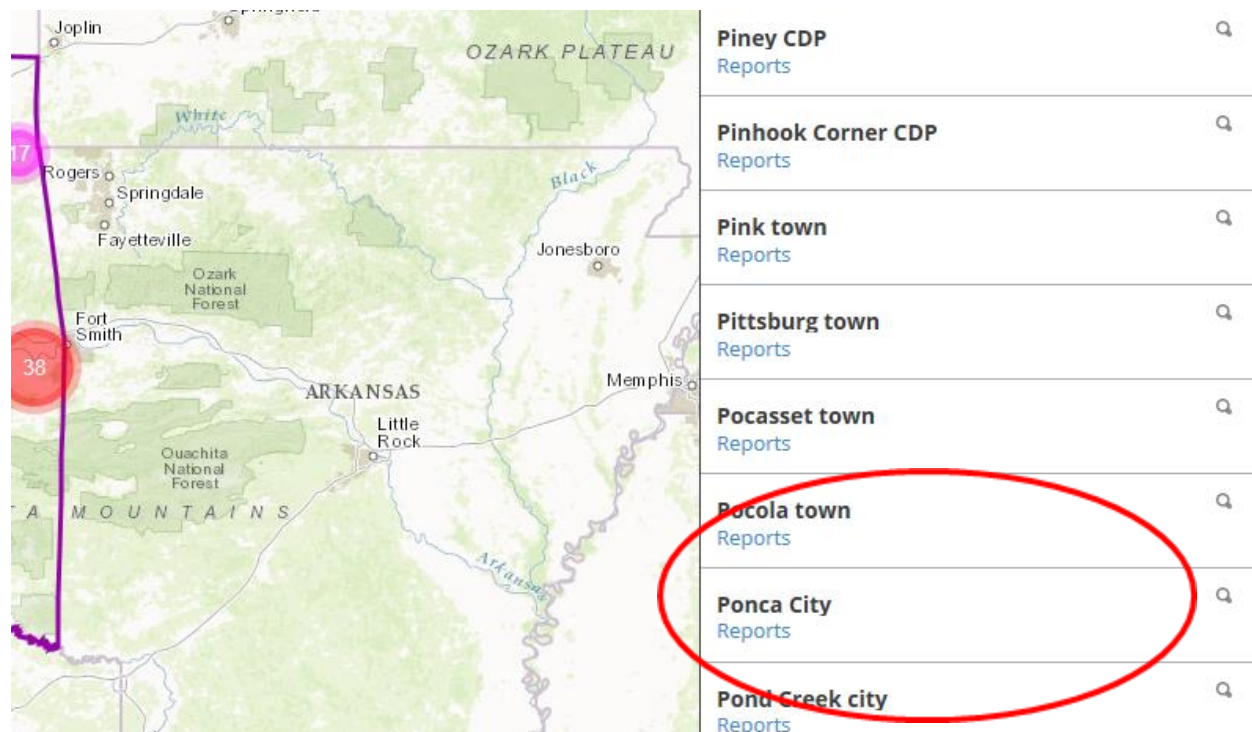
<http://locateok.com/>

First you will want to do a search. I am using Ponca City for my example. In the top right corner you will see a way to search by Properties, Communities, and Businesses.



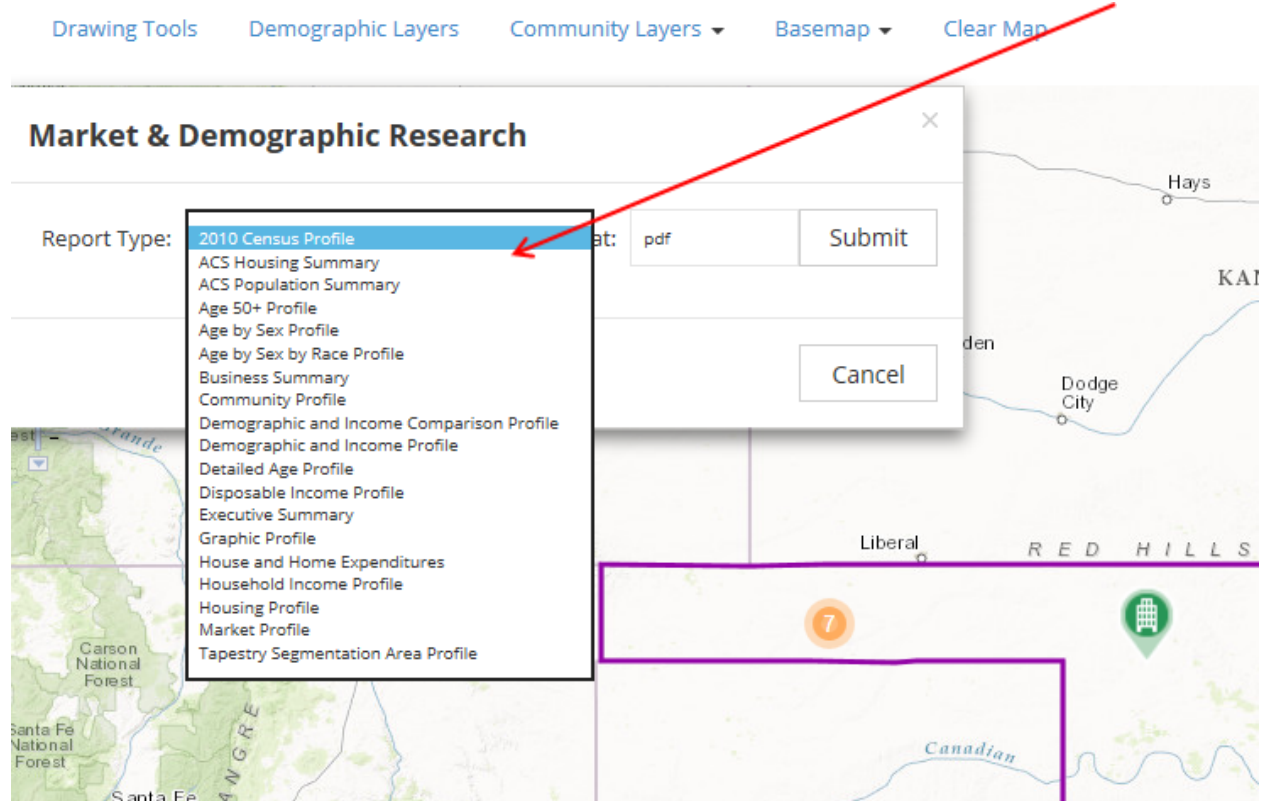
The screenshot shows the LocateOK search interface. On the left is a map of Missouri and Arkansas. On the right is a search panel with three tabs: PROPERTIES, COMMUNITIES, and BUSINESSES. The PROPERTIES tab is selected. Below the tabs are search filters: Property Type (PROPERTY TYPE), Sq ft Min (SQ FT MIN), and Sq ft Max (SQ FT MAX). There are also dropdown menus for County (COUNTY) and City (CITY). A Search button and a Clear button are present. Below the filters is a checkbox for "Show Properties on Map" which is checked. There is a SORT BY dropdown and an Export button. Below the filters, it says "Showing properties 1 - 8 of 500." There are two property listings shown: 1. Marketplace, AVAILABLE SQ FT: 5,300,39, TOTAL ACRES: 5.30039, COUNTY: TULSA. 2. Former Target, AVAILABLE SQ FT: 6.62, TOTAL ACRES: 6.62, COUNTY: TULSA. A red arrow points from the top right corner of the page to the COMMUNITIES tab.

Click on "COMMUNITIES". You can either type in a city name or use the drop down box.



The screenshot shows the LocateOK search interface with the COMMUNITIES tab selected. On the left is a map of Missouri and Arkansas. On the right is a list of communities with links to Reports. The communities listed are: Piney CDP, Pinhook Corner CDP, Pink town, Pittsburg town, Pocasset town, Ponca town, Ponca City, and Pond Creek city. The Ponca City entry is circled in red.

Click on the “Reports” button. A Market and Demographic Research box will open. Click on the “Report Type” box and you will see multiple reports you can click on and download. This will give information on the Community, Demographics, Consumer Spending (in Market Profile) to name a few.



Choose the report you would like to see and click “Submit”. A PDF will pull up for you to save or print.

	2000
Population	26,070
Households	10,690
Housing Units	11,927
Population by Race	
Total	
Population Reporting One Race	
White	
Black	
American Indian	